

## CONTRACT



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

www.wlwt.com

And:

**SRCP Media Inc**  
**201 North Union Street**  
**Ste 200**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 882966 /		<u>Alt Order #</u> 06036440
<u>Product</u> RED WHITE & BLUE		
<u>Contract Dates</u> 03/02/12 - 03/07/12		<u>Estimate #</u> 74
<u>Advertiser</u> Red White & Blue Fund		<u>Original Date / Revision</u> 03/01/12 / 03/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u> 13	<u>Product Code</u> 32
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLWT	03/02/12	03/06/12	NBC Today Show III	10-11a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/02/12	03/08/12	MT--F--				3	\$150.00			
N 2	WLWT	03/02/12	03/05/12	Late Run Tonight Show	1149p-138x		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/02/12	03/08/12	M---F--				2	\$350.00			
N 3	WLWT	03/02/12	03/05/12	1230-1p	1230-1p		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/02/12	03/08/12	M---F--				2	\$90.00			
N 4	WLWT	03/02/12	03/05/12	DR OZ EF	4PM-5PM		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/02/12	03/08/12	M---F--				2	\$150.00			
N 5	WLWT	03/02/12	03/06/12	5-6a news	5-6a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/02/12	03/08/12	MT--F--				2	\$150.00			
N 6	WLWT	03/02/12	03/05/12	6-630p M-F news	6-630p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/02/12	03/08/12	M---F--				2	\$550.00			
N 7	WLWT	03/02/12	03/06/12	6-7a news	6-7a		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/02/12	03/08/12	MT--F--				2	\$400.00			
N 8	WLWT	03/02/12	03/06/12	NBC Today Show	7-9a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/02/12	03/08/12	MT--F--				3	\$500.00			
N 9	WLWT	03/02/12	03/06/12	NBC Today Show II	9-10a		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/02/12	03/08/12	MT--F--				4	\$200.00			
N 10	WLWT	03/03/12	03/03/12	Sa/Su 5-6a News	Sa/Su 5-6a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	-----2-				2	\$100.00			
N 11	WLWT	03/03/12	03/03/12	Sa/Su 6-7a News	Sa/Su 6-7a		:30			NM	1	\$200.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
882966 /	06036440

Contract Dates	Product	Estimate #
03/02/12 - 03/07/12	RED WHITE & BLUE	74

Advertiser	Original Date / Revision
Red White & Blue Fund	03/01/12 / 03/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-----1-				1	\$200.00			
N 12	WLWT	03/03/12	03/03/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-----2-				2	\$300.00			
N 13	WLWT	03/04/12	03/04/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-----1				1	\$200.00			
N 14	WLWT	03/04/12	03/04/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-----2				2	\$300.00			
N 15	WLWT	03/04/12	03/04/12	NBC Sunday Today	Su8-9a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-----1				1	\$550.00			
<b>Totals</b>											<b>31</b>	<b>\$8,480.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 - 03/06/12	31	\$8,480.00	\$7,208.00
<b>Totals</b>	<b>31</b>	<b>\$8,480.00</b>	<b>\$7,208.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**Alexandria, VA 22314**

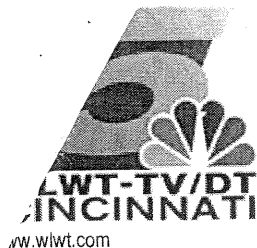
<u>Contract / Revision</u> 880064 /		<u>Alt Order #</u> 06029475
<u>Product</u> RED WHITE & BLUE FUN		
<u>Contract Dates</u> 02/24/12 - 02/29/12		<u>Estimate #</u> 72
<u>Advertiser</u> Red White & Blue Fund		<u>Original Date / Revision</u> 02/23/12 / 02/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLWT	02/24/12	02/24/12	6-7a news	6-7a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/20/12	02/26/12	----1--				1	\$300.00			
N 2	WLWT	02/27/12	02/29/12	6-7a news	6-7a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	MTW----				3	\$300.00			
N 3	WLWT	02/24/12	02/24/12	NBC Today Show	7-9a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/20/12	02/26/12	----1--				1	\$300.00			
N 4	WLWT	02/27/12	02/29/12	NBC Today Show	7-9a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	MTW----				3	\$300.00			
N 5	WLWT	02/27/12	02/29/12	12-1230p M-F news	12-1230p		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	MTW----				2	\$90.00			
N 6	WLWT	02/27/12	02/29/12	5-530p M-F news	5-530p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	MTW----				1	\$300.00			
N 7	WLWT	02/27/12	02/29/12	530-6p M-F news	530-6p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	MTW----				1	\$325.00			
N 8	WLWT	02/24/12	02/24/12	6-630p M-F news	6-630p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/20/12	02/26/12	----1--				1	\$350.00			
N 9	WLWT	02/27/12	02/29/12	6-630p M-F news	6-630p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	MTW----				3	\$350.00			
N 10	WLWT	02/27/12	02/29/12	11-1135p M-Su	11-1135p		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/27/12	03/04/12	MTW----				3	\$450.00			
N 11	WLWT	02/27/12	02/29/12	NBC Tonight Show	1135-1237a		:30			NM	2	\$500.00

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<u>Contract / Revision</u>	<u>Alt Order #</u>
880064 /	06029475

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
02/24/12 - 02/29/12	RED WHITE & BLUE FL72	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Red White & Blue Fund	02/23/12 / 02/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	MTW----				2	\$250.00			
N 12	WLWT	02/25/12	02/25/12	Sa/Su 6-7a News	Sa/Su 6-7a		:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----1-				1	\$180.00			
N 13	WLWT	02/25/12	02/25/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----1-				1	\$200.00			
N 14	WLWT	02/26/12	02/26/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----1				1	\$200.00			
N 15	WLWT	02/26/12	02/26/12	NBC Sunday Today	Su8-9a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----1				1	\$450.00			
Totals											25	\$7,485.00

Time Period	# of Spots	Gross Amount	Net Amount
01/30/12 -02/26/12	7	\$1,980.00	\$1,683.00
02/27/12 -02/29/12	18	\$5,505.00	\$4,679.25
<b>Totals</b>	<b>25</b>	<b>\$7,485.00</b>	<b>\$6,362.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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